

---

## Colorful Advertising Cover ID's Pattern P193

Bill Lesh (#3718)

While visiting a local stamp/antique dealer, I spotted the very colorful cover shown in Figure 1 below. While looking at it closer, I also noticed a colorful little recipe booklet inside. This was probably the only perfin the dealer had in his store and it was attractively priced. While it did not really fit into my California perfins collection, I thought it was worth saving so I bought it.

A few months later, I forwarded a photocopy of the cover and the recipe booklet to the *Bulletin* Editor to share with our members. He replied that he had sent the photocopy on to the U.S. Catalog Editor, who confirmed the perfin as pattern **P193**, a previously unidentified A rate (Figure 2). A real gem has been found! "Plymouth Rock Gelatine Co., Boston, MA will be listed as the verified user for pattern **P193** in the next A&C.

A search of the Internet by the Editor provided some limited information about Plymouth Rock Gelatine Co. It appears the company started business in 1888 as the "Clement B. Tower & Co., Plymouth Rock Gelatine".<sup>1</sup> Then in 1889 the company patented its "Phosphated Gelatine".<sup>2</sup> The first mention found of a street address is in a 1913 directory<sup>3</sup> which lists "Plymouth Rock Gelatine Co., 68 Western Avenue, Boston" - the same address as the cover's corner card. The company's product is also referenced in numerous cookbooks published in the 1900's thru 1920's.

When I purchased this cover, I never imagined that it was so interesting and would add so much to our knowledge of perfins and the companies that used them. If you see an item that looks interesting to you, purchase it if possible because you never know what you may have found!

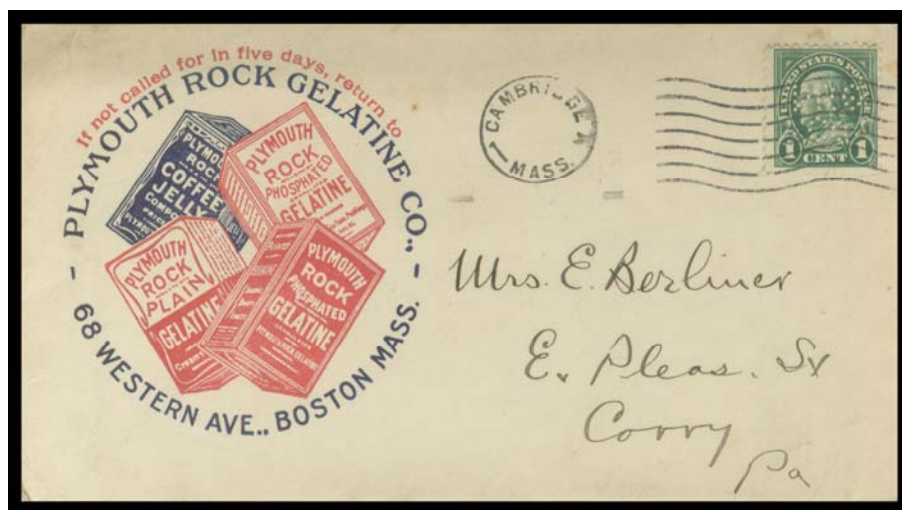


Figure 1  
Front of Plymouth Rock Gelatine Co. cover (70% of actual size.)  
Franked with Perfin P193

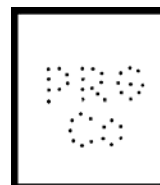


Figure 2  
Perfin electronically  
"lifted" from cover.

The 8-page recipe booklet enclosed inside the cover is almost as interesting as the cover itself. The front of the booklet (Figure 3) illustrates several gelatin deserts, presumably made using the company's products. The back (Figure 4) shows the packaging along with who mailed out the booklet. The first two inside pages tell a fairly strong sales message to the customer while the last two pages are several recipes using the product. Finally, the center pages separate the message from the recipes with illustrations of the result of the recipes (Figures 5 & 6). I wonder if they really came out looking this good?

### References:

1. Knight, J.K., Davis, E., & Humphrey, H; "Memorial Sketch of Hyde Park, Mass., 1868-1888"; L. Barta & Co., Printers; 1888.
2. Gelatine: Encyclopedia of Food & Culture; [www.enotes.com/food-encyclopedia/gelatin](http://www.enotes.com/food-encyclopedia/gelatin).
3. "A Directory of Massachusetts Manufacturers"; Wright & Porter Printing Company; 1913.

## Colorful Advertising Cover ID's Pattern P193 (cont.)

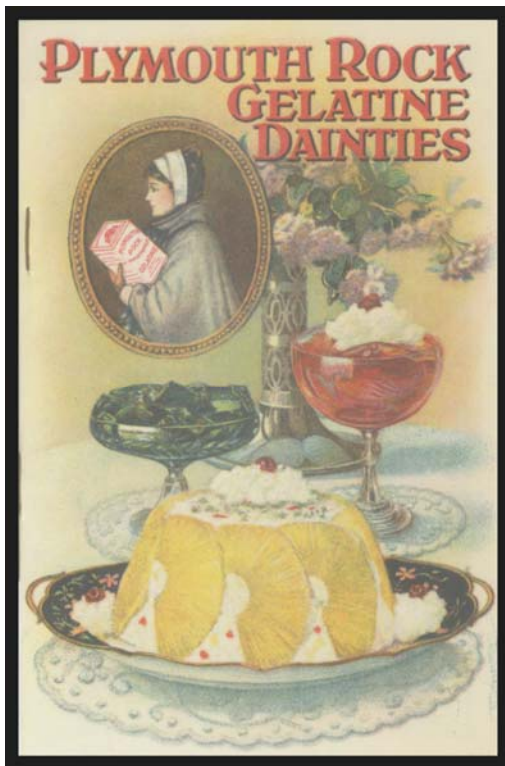


Figure 3  
Front of Recipe Booklet  
(70% of actual size)

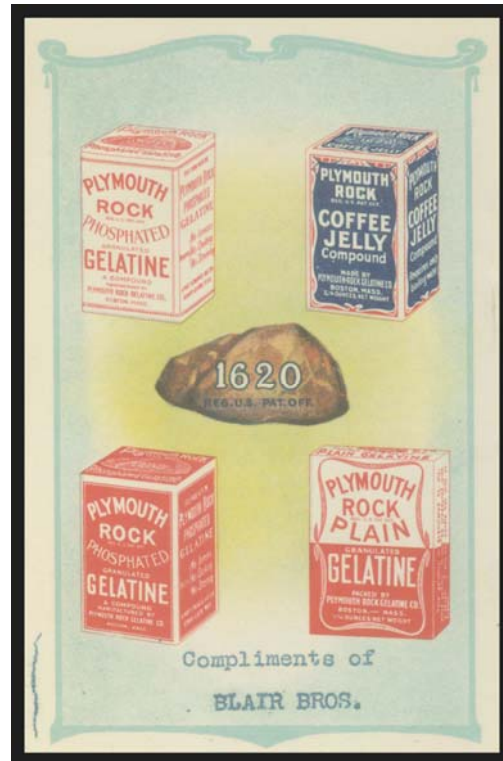


Figure 4  
Back of Recipe Booklet  
(70% of actual size)

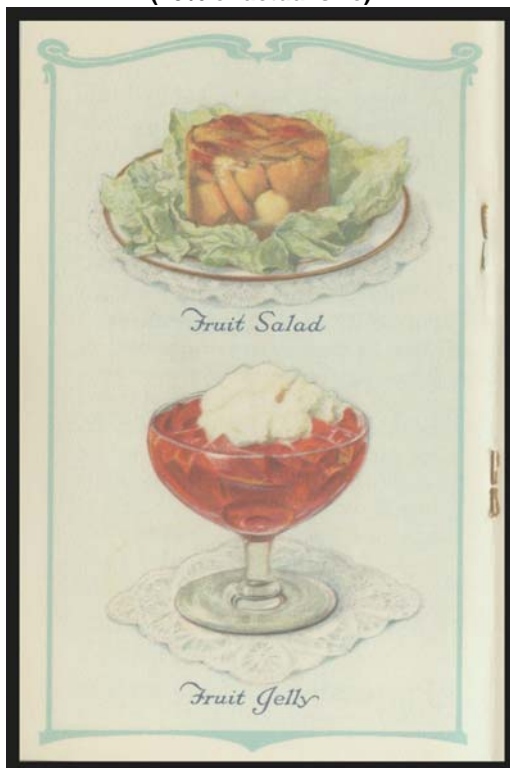


Figure 5  
Inside page showing results  
(70% of actual size)

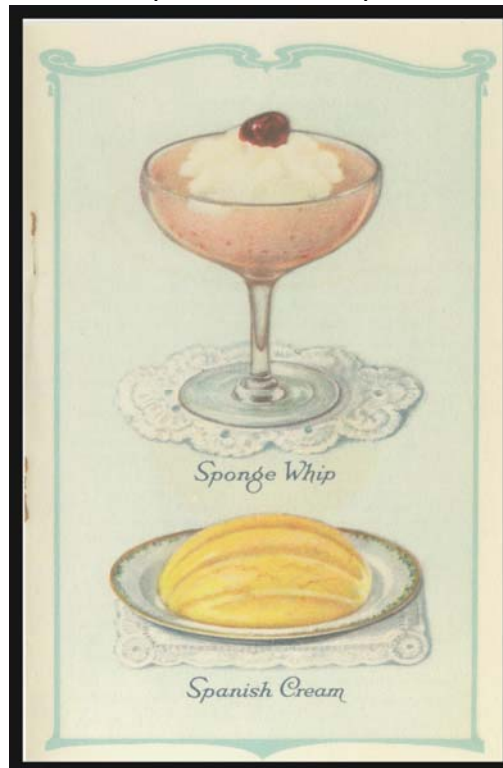


Figure 6  
Inside page showing results  
(70% of actual size)